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ARMD Seedling Fund Third Round Phase I Solicitation Briefing

NASA Aeronautics Research Institute

September 21, 2012

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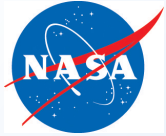
Director



ARMD Seedling Fund

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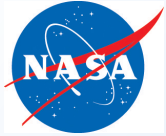
- Primary Objectives
 - Establish a pipeline of new aviation concepts for ARMD programs and projects
 - Provide NASA innovators an opportunity to demonstrate the feasibility of their ideas
- It is not intended to:
 - Serve as an augmentation for tasks in existing projects
 - Accelerate tasks already in project plans
 - Restore activities that have been dropped from projects



Seedling Phase I Basics

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- Investment in innovative, early-stage, and potentially revolutionary aviation concepts and technologies
 - Only NASA Civil Servant Principal Investigators (PI's) are eligible to submit proposals
 - CS researchers' labor must account for at least 50% of the award funding
 - Awards are \$150K with a 12-month period of performance
 - There is a requirement to present research results in an oral briefing broadcast over the internet and a written final report
 - If they deem it necessary, PI's are responsible for securing intellectual property protections



Terminology

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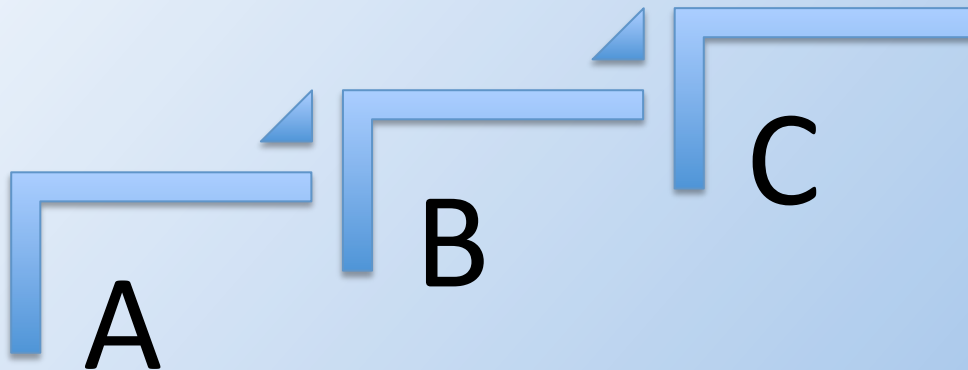
- Concept
 - An implementable solution to an identified problem
 - It is not:
 - A Study, an Analysis or an Investigation
(However an analysis, simulation or experiment may be required to demonstrate a concepts feasibility)
- Innovation
 - A new and novel way of achieving a desired objective
 - It is not:
 - An evolutionary or logical extension, or incremental improvement to existing technology
(However it could be the application of an existing technology in a manner that has never been done before)



Approaches to Problem Solving

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Systematic Research



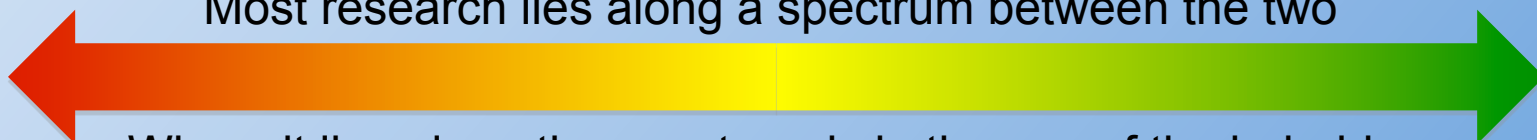
Systematically building on previous knowledge to discover the answer to a problem

Innovative Research



Intuitively recognizing the answer to a problem

Most research lies along a spectrum between the two



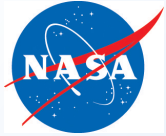
Where it lies along the spectrum is in the eye of the beholder



Evaluation Process

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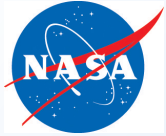
- Notice of Intent (NOI) – one page
 - Submission open period Sept 19 through Oct 3, 2012
 - Description of the innovation (40%)
 - What is the impact (40%)
 - Technical Approach (20%)
- Full Proposal – three pages
 - Invitations Nov 13, proposals due Dec 3, 2012
 - Typically less than 25% of the NOI PI's are invited to submit Full Proposals
 - Value of innovation and impact already established so greater emphasis on the technical approach and the research team qualifications



Proposal Writing Tips

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- Get to the point
 - Focus on addressing the key evaluation factors
 - NOI's – Innovation, Impact, Technical Approach
 - Full Proposal – Technical Approach, Team Capabilities
- Avoid overly detailed problem statements
 - High impact problems are typically well known to the aviation community
- Show how is the concept going to help solve the problem
 - Quantitative descriptions of impact make a stronger case



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QUESTIONS?

<https://armd-seedling.arc.nasa.gov>